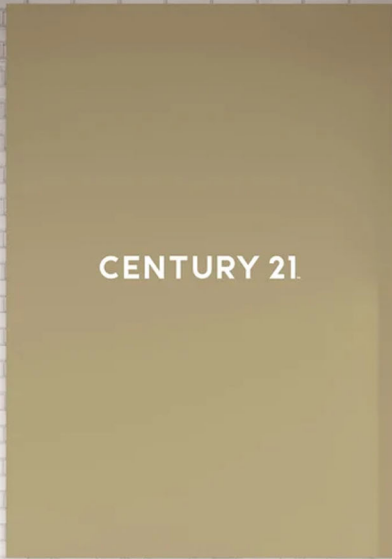


**CENTURY 21<sup>SM</sup>**

FRANCHISING OPPORTUNITIES





# CENTURY 21: A BRIEF HISTORY

Since 1971, the CENTURY 21® brand has been changing the real estate game by offering independent brokers, entrepreneurs and affiliated agents the ability to achieve extraordinary results in an increasingly competitive market.



**80+**  
Countries



**13,000+**  
Offices



**140,000+**  
Agents

Century 21 has exemplified real estate excellence for over 50 years and in that time has grown into the largest real estate franchise network in the world. In addition, Century 21 has been voted the most respected, trusted and recognizable real estate brand 25 years in a row!

With more brand awareness than any real estate brand, Century 21 Real Estate is poised to change the game once again. To do this, we are reinventing what the CENTURY 21 brand means in the hearts and minds of those who are buying, selling and working in real estate today.

# OUR TECH EDGE

We've built multiple real estate products to reimagine real estate—making it more affordable and more profitable for Century 21 agents. And we're just getting started.

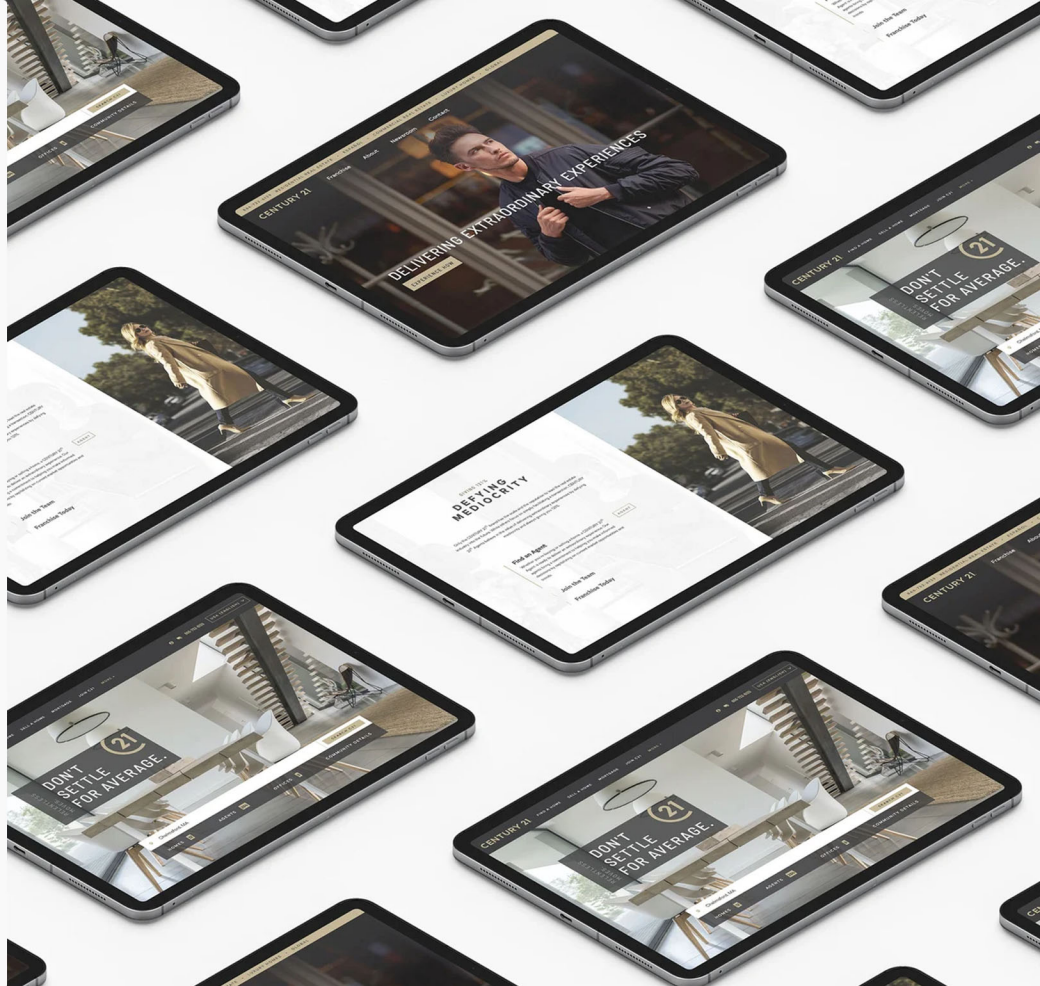
Here are some of the tech capabilities built in to the Century 21 CRM (Flypp):

**AI Listing Optimization:** Allow built-in AI to auto-generate optimized meta descriptions, titles and descriptions in 6 languages to ensure quick creation and best SEO practices.

**Marketing:** Flypp allows agents to market their listing quickly and easily through the creation of social graphics and flyers. XML feeds are also built in for listing distribution along with categorized bulk email list management.

**Real-time Data:** Listing data in flypp is created, edited and removed in real-time, allowing greater accuracy of data without waiting for scheduled server tasks.

**Owner and Buyer Portals:** Owners and buyer can now stay engaged like never before through their own portal designed to communicate with agents and track all updates, requests and appointments for full transparency.







## YOUR BUILT-IN MARKETING AGENCY

We support franchisees with customized marketing strategies, professional advertising materials, and digital marketing solutions, including social media management and SEO optimization. The integrated marketing support ensures that franchisees can focus on their core business operations while benefiting from high-quality, consistent marketing efforts that drive growth and sales.

**Regional Marketing:** Our regional marketing team makes sure the Century 21 brand gets the most exposure in your region. We best showcase the Century 21 brand, featured listings, your website and your agents the best we can.

**SEO & SEM:** We understand the importance of being found online and place high importance on providing and executing tailored SEO and SEM strategies for franchisee websites to attract potential buyers and property owners.

**Design:** In addition to the built-in design tools on hand, our graphic designers can assist with developing required materials specific to your business or region.

**Social Marketing:** While we encourage our franchisees to develop their own unique social profile, our team is on hand to assist, strategize and post certain brand related materials or updates to save time.

# TRAINING REIMAGINED

Along with our standard in-person training seminars, Century 21's AI generated training courses for owners and agents insure your team has the tools and knowledge to make an impact in your chosen market.

**Cutting-edge Content but Quicker:** Allow your agents to stay ahead of the curve with up-to-date modules covering essential topics like sales strategies, negotiation techniques, market trends, and customer service best practices. There is no longer a need to wait months for new training content or seminars, with the help of AI technology we can ensure that new training content can be generated and distributed in a matter of hours.

**Efficient Onboarding for New Hires:** No longer do you need to wait for scheduled training sessions or conferences to get your team up to speed. With this program, new hires can dive into comprehensive, up-to-date content immediately

**Multi-language Support:** Our training is currently available in Thai, English, French, Russian, Chinese & Japanese with new languages constantly being added.



# YOUR C21 WEBSITE

Each franchisee has a dedicated website built, maintained and marketed by Century 21 HQ. This allows us to oversee brand and quality standard while making sure your website gains as much exposure as possible and stays up to date with the latest functionality.

**Hosting & Maintenance:** We eliminate the hassle of website hosting and maintenance for franchisees by providing fully managed, high-quality websites. These websites are professionally designed, regularly updated, and optimized for performance, allowing franchisees to focus on their business while ensuring a seamless online presence and enhanced customer experience

**SEO Best Practices:** C21 websites are fully optimized for SEO to enhance visibility in search engine results. They feature responsive designs, intuitive navigation, and integrated lead generation tools, ensuring franchisees attract and retain more clients.



# YOUR C21 CONCIERGE

The C21 Concierge Service offers franchisees a dedicated personal concierge for support and business growth. This service provides tailored assistance, strategic guidance, and access to essential resources, ensuring franchisees can efficiently navigate challenges, capitalize on opportunities, and achieve their business goals with personalized, expert support at every step.







## GET IN TOUCH.

Need more information or would like to get started on your way to becoming a Century 21 franchise owner? Please contact:

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*phone:* +66(0)85 144 6996